

Chapter 6 & 7

Learning & Memory Exam Review

Question 1

- * Every time Bert slices onions, the onions burn his eyes and tears run down his face. One day he opened the silverware drawer and pulled out the knife that he only uses to peel onions and immediately started to shed tears from the sight of the knife. In this situation, the onion is the _____, and the knife is the _____.
- A) conditioned stimulus; unconditioned stimulus
 - B) unconditioned stimulus; conditioned stimulus
 - C) conditioned response; unconditioned response
 - D) unconditioned response; conditioned response
 - E) conditioned stimulus; conditioned response

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Question 2

Every time Brandy drops a cricket into the cage of her pet tarantula, Chompers, he begins to salivate. Brandy has gotten in the habit of playing her favorite CD when she feeds Chompers. After several pairings of the cricket and her favorite CD, all Brandy has to do is play the CD and Chompers begins to salivate. In this example, Brandy's favorite CD is the

- A) unconditioned stimulus.
- B) conditioned stimulus.
- C) unconditioned response.
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Question 3

Sniffy, the rat, has been taught to press a bar in a cage to receive food. The behavior disappeared, though, when Sniffy stopped getting food following barpressing. Several days later, Sniffy was put in the cage again, and he immediately began to press the bar. The reappearance of this response is called

- A) reconditioning.
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Question 4

A dog in a classical conditioning experiment salivates to a continuous buzzer but not to a single bell ring. This is an example of

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- C) secondary reinforcement.
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Question 5

Bubba got sick after eating contaminated cantaloupe. Now, he won't eat any type of melon. Bubba is demonstrating

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Question 6

Rosie and Ginny decide to eat at a restaurant. When they arrive they are greeted promptly by the hostess. The waiter is efficient and the food is fantastic! They are likely to return to the restaurant because their decision to eat there was followed by a satisfying experience. This example illustrates

- A) shaping.
- B) the pleasure principle.
- C) Michelin's law.
- D) the Garcia effect.
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Question 7

Roslyn always used to shop at Penney's because for every purchase over \$20, she would get a 10-percent discount. But since Penney's stopped offering this promotion, Roslyn has stopped shopping there. Her shopping behavior is best explained by

- A) latent learning.
- B) classical conditioning.
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Question 8

After Nadia spills water all over her painting, her first grade art teacher gives her some M&M's to make her feel better. The next time art class meets, Nadia promptly and purposefully spills water. The M&M's acted as

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Question 9

Alfrieda hated the cold and so every October she moved to Florida and only came back to the Midwest in April, when it was warm again. This is an example of _____ conditioning.

- A) escape
- B) avoidance
- C) second-order
- D) classical
- E) variable-interval

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Question 10

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Question 12

The first time Elizabeth went to her local mall, she had a difficult time finding her way around, but after several visits, she finds it very easy to get where she is going. Elizabeth has

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- B) experienced observational learning.
- C) developed a cognitive map of the mall.
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Question 13

Kelly was watching her mother get ready for work by putting on makeup and fixing her hair. Then, Kelly's mother left the room and told Kelly to get ready for school. Kelly began to imitate her mother by smearing makeup on her face and fluffing her hair. This is an example of

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Question 14

Picks up all environmental data from your five senses and effects how you feel at any given moment.

- A. Sensory Memory
- B. Working Memory
- C. Photographic Memory
- D. Permanent Memory
- E. Long-term Memory

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Question 15

The theory that attributes memory loss to the acquisition of new information and the blockage of old information or vice versa (ie. Your new phone no. prevents you from remembering your old one)

- A. Decay theory
- B. interference
- C. distortion of memory patterns
- D. repressed material
- E. Rehearsal

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